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2-14-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Bruce Eisen et al.
Assignee: User Trends, Inc.
Title: Electronically Distributing Promotional And Advertising Material Based Upon Consumer Internet Usage
Serial No.: 09/379,167 Filing Date: 08/23/99
Examiner: John L. Young Group Art Unit: 3622
Docket No.: M-7729 US

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COMMISSIONER FOR PATENTS
Washington, D. C. 20231

GROUP 3600

RESPONSE TO OFFICE ACTION DATE NOVEMBER 27, 2002

Dear Sir:

This is a response to the Office Action of November 27, 2002, for which the statutory term to reply expires on February 27, 2002. Please amend claims 4, 6-9, 27, 47, 48, and 51-52 and add new claims 53-60 as provided in Attachment A that provides a marked up version of the claims containing the newly submitted changes. The following is a clean version of the amended claims.

4. (Amended) The method of Claim 1, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying connection specific information related to the established connection between the client computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with of the connection specific information such that information that defines consumer activity can be extracted based on the association between of the connection specific information and the unique identifier.